fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1960 File

20th YEAR • A WEEKLY PUBLICATION

Week of April 11, 1960

january

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february

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, APRIL 8, 1960		
Thursday April 7 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SWEATER COLLECTION	OLYMPIC KNITWEAR INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Preview of Olympic's Fall collection to the press and buyers. Showing at 1:15 P.M. By invitation. Contact: Phyllis Youngheart, PL. 1-0752.		
Thursday April 7 12:30 P.M. Luncheon	LUNCHEON SHOW: SPRING DRESS COLLECTION	NATHAN & STRONG (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Nathan & Strong's Spring dress collection available at "Miss Bergdorf". Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday April 8 4:30 P.M. Cocktails	MUSICAL FASHION SHOW DURING COCKTAILS	TWO MEXICAN DESIGNERS	SAVOY-HILTON HOTEL THE COLUMNS
	"Couture At The Columns"--designs by Ramon Valdiosera and Lila Bath of Mexico City and Acapulco. Eastern Airlines and Hilton Hotels International--door prize of one week's Mexican vacation for two. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge--$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.		
Sunday April 10 1:00 P.M. Brunch	SPRING FASHIONS & MILLINERY SHOW	SARMI; JOHN FREDERICS	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Showing of Sarmi's Spring couture collection; millinery by John Frederics. Reservations--$4.00; contact "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.		
	WEEK BEGINNING MONDAY, APRIL 11, 1960		
Just Released	SPRING 1961 COLORS	COLOR ASSOCIATION OF U.S.A. INC.	200 MADISON AVENUE
	Advance Forecasts--woolen and worsted; man-made fibers and silk. 40 colors each collection. Contact: Midge Wilson, MU. 5-5881.		
April 11	PASSOVER--begins Monday, at Sundown. (April 11 - April 19).		
Beginning Monday April 11	OPENING: BACK-TO-COLLEGE COLLECTION	AILEEN, INC.	1407 Broadway SHOWROOM - 32ND FLOOR
	Aileen's back-to-college collection of all-American woven wool coordinates and cotton knit separates, at continuous daily showings. Publicity: Essie Pinsker, LO. 5-3920.		
Beginning Tuesday April 12	OPENING: EARLY FALL JUNIOR COLLECTION	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Joan Leslie's early Fall junior dresses and costumes at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 13	MACY'S BEACHWEAR RELEASE DATE-- Wednesday, April 13 (No show)		
Thursday April 14 9:30 A.M.-11:00 A.M. Continental Breakfast	FOUNDER'S GOLDEN ANNIVERSARY CELEBRATION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Honoring Ethel Traphagen on completion of 50 years as a fashion educator. Informal showing of fashion adaptations by alumni and students. On view, over 100 fashion minikins dressed in period and regional costume from ancient times to today. By invitation. Contact: Dorothy Tyroler, CO. 5-2077; or Esther Levy, JU. 6-4575.		
Thursday April 14 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Turbulent Currents in Fabric Markets"--Fall, Winter and Resort 1960 fabrics. Co-chmn: Margaret Markley and Conoldine Burnett. Prices: $8.00, members; $10.00, guests. Exhibit from 10:00 A.M. to 3:00 P.M.; admission $1.00 at door for those not holding luncheon ticket. Contact: CI. 7-3940.		
Thursday April 14 4:00 P.M.	OPENING: "INDIAN SUMMER" COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Opening of "Indian Summer" dress collection by Richard Cole. By reservation. Contact: OX. 5-4760.		
April 15	GOOD FRIDAY		
Saturday April 16-April 24	FOURTH EDITION OF AUTOMOBILE SHOW	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
	Showing of domestic and foreign cars, ranging in price from $1000 to $27,000. Included will be "assemble-it-yourself" cars from Great Britain; a new dream car from France, controlled by electronic brain; and the newest American compact cars. Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--$1.50; Children 75¢. Publicity: Ruder & Finn, PL. 9-1800.		

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 16 2:00 P.M.	FOURTEENTH ANNUAL EASTER EGG-ROLLING	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
	Arnold Constable will present their fourteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.		
Sunday April 17 12:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	WALTER FLORELL	HOTEL ASTOR GRAND BALLROOM
	In memory of Humphrey Bogart, the fourth annual luncheon and fashion show for the benefit of Damon Runyon Fund for Cancer Research. Walter Florell will present couturier fashions, millinery and coiffures. Furs--Fredrica. Haircoloring--Clairol. Jewelry--Marvella. Reservations--$25.00. Contact: Marge Hector for C. C. Philippe, PL. 3-5400.		
Sunday April 17 12:30 P.M. Luncheon	BENEFIT SHOW AT "FANCI-FUL" LUNCHEON	SISTER ELIZABETH KENNY FOUNDATION	HOTEL PIERRE BALLROOM
	"At The Beach"--Tenth Annual Sister Kenny luncheon, sponsored by Roux Laboratories, featuring beach attire and haircolorings modeled by young socialites. Tickets: $20.00. Contact: OX. 5-5262.		

(continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER ACTIVITIES IN NEW YORK (continued)

Sunday April 17 12:30 P.M. Brunch	BENEFIT BRUNCH ON EASTER SUNDAY	FONTAYNE	WALDORF-ASTORIA STARLIGHT ROOF
	FonTayne will present her Spring custom collection at luncheon for the benefit of the American Theatre Wing Scholarship Fund. Tickets: $15.00. Contact: Lisette Nigot, EL. 5-5725.		
Sunday April 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
	Mr. John will show his "Second Empire" collection of custom hats, couture, furs and accessories; also, men's hats and accessories. For benefit of Silver Cross Day Nursery. Reservations--$15.00: "Banquet Dept.", PL. 5-1000. Mr. John Publicity: Joe Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790.		
Sunday April 17 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	ESTEVEZ; CESAR RUBIO; FRANCIS GUYOT	HOTEL PIERRE COTILLION ROOM
	Fashions by Estevez; hats--Cesar Rubio; jewelry--Francis Guyot, for benefit of CARE, Inc. Tickets: $8.50. Reservations, contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Sunday April 17 1:00 P.M. Luncheon	SPRING-INTO-SUMMER FASHIONS AT LUNCHEON	SEYMOUR JACOBSON, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY
	Easter showing of dresses by Seymour Jacobson; hats by Emme. Reservations, EL. 5-3000. Seymour Jacobson Publ.: Bernice Lewis, CH. 4-3488.		
Sunday April 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY	JOHN FREDERICS	HOTEL PLAZA RENDEZVOUS ROOM
	"Puerto Rico Themes"--John Frederics will present his collection of custom hats and accessories, for the benefit of Neighborhood Youth Projects. Reservations--$11.00; "Banquet Dept.", PL. 9-3000. John Frederics Publicity: Ronald Forstadt, CI. 7-7745. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sunday April 17 1:00 P.M. And 2:30 P.M. Brunch	EASTER FASHION SHOW-HATS, FURS AND SHOES	SALLY VICTOR; MARTIER-RAYMOND	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Showing of millinery by Sally Victor; couture collection by Martier-Raymond; furs by Ben Kahn; shoes by Silvia of Fiorentina. Reservations--$6.00. Contact: "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor, MU. 9-8542.		
Sunday April 17 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
	Designs of: Edward Abbott by Wilson Folmer; Countess Alexander; Burke-Amey; Vera Maxwell; Gothe; Pattullo-Jo Copeland; Maurice Rentner by Bill Blass; Sarmi. Sportswear by: Cortina Knits. Children's Fashions--Bambury. Furs--Christie Bros. Perfumes--Parfums Ciro. Hats--Lilly Dache. Fashion Director and Commentator: Mia Grau. Reservations, contact: EL. 5-3000.		
Sunday April 17 4:00 P.M.-8:00 P.M. Tea Dance	BENEFIT TEA-DANCE ON EASTER SUNDAY	A.S.P.C.A.	HOTEL PIERRE ROOF GARDEN
	"Adopt-A-Pet-Parade"--showing of pets adopted and those available for adoption, at Tea Dance for benefit of the ASPCA. Minimum Charge--$5.00. Contact: June Eliot at ASPCA, PL. 5-1650.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 18 9:00 A.M. Coffee	PREVIEW: SUMMER FUR COLLECTION	JAY THORPE, INC.	4TH FLOOR FUR SALON
	Jay Thorpe will present their Summer fur collection to the press. By invitation. Publicity: Virginia Woodruff, JU. 6-1000.		
Tuesday April 19 9:00 A.M. Breakfast	PAN AMERICAN WEEK FASHION SHOW	EVERFAST; N.Y.C.DEPT.OF COMMERCE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	Celebration of Pan American Week--preview of American Couture Summer fashions in Latin-American-inspired Everfast fabrics; also a few Latin-American costumes. By invitation. Contact: Dept. of Commerce, Vivian Sabin, TE.8-1800; Everfast Publ.: Terry Mayer at Amos Parrish, LO. 4-5600.		
Tuesday April 19 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	SYLVAN RICH FOR MARTINI (498 7TH AVE.)	HOTEL PLAZA PERSIAN ROOM
	Martini will present their Spring-Summer collection, designed by Sylvan Rich, available at "Miss Bergdorf". Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000. Martini contact: LO. 4-0616. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday April 20 9:30 A.M.	PREVIEW: SPRING LINGERIE COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
	Preview of Elizabeth Arden's Spring lingerie collection to the press. By invitation. Publicity: Rasponi Associates, TE. 8-8171.		
Wednesday April 20 9:00 P.M. Supper	BALL BRITANNICA	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Tweeds and Tiaras"--a dinner dance and fashion show featuring fashions by the Incorporated Society of London Fashion Designers, as shown in England to the Queen Mother and Princess Margaret. Co-Chmn: Elizabeth Howkins and Margaret de Mille. Price: $20.00 per person. Contact: CI. 7-3940.		
Thursday April 21 11:30 A.M.	PRESS PREVIEW OF IMPORTED SPORTSWEAR	BERGDORF GOODMAN	3RD FLOOR CASUAL SHOP
	Press preview of "Tiktiner" collection of ready-to-wear sportswear designed and made in Nice, France, exclusively for Bergdorf Goodman. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Thursday April 21 4:00 P.M. Cocktails	PREVIEW: FALL SPORTS-WEAR COLLECTION	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
	White Stag will present their Fall and Winter sportswear collection to the press and buying offices. Showing at 4:30 P.M. promptly. By invitation. Contact: Vera Holton, BR. 9-1972.		
Monday April 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON	HARVEY BERIN, LTD. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
	"Fashion Show Of The Month"--showing of Harvey Berin's Spring collection, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 5-1000. Harvey Berin; contact: PE. 6-0206. Fashion Show Director: Mary Alice Rice, CI. 6-1790.		
Beginning Monday April 25	SHOWING OF EARLY WINTER SKI COLLECTION	ULLA	1384 BROADWAY SHOWROOM - ROOM 1118
	Ulla's early Winter ski collection, designed by Vicki Cooper, at continuous daily showings. Contact: Don Cooper, BR. 9-9076.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 26 8:00 P.M. Dinner-Dance	NINTH ANNUAL "APRIL IN PARIS" BALL	AIR FRANCE; CARTIER; COTY	HOTEL ASTOR GRAND BALLROOM
	"Un Bal Masque a l'Opera de Paris"--gala dinner-dance for benefit of the French Hospital and the American-French Foundation Charities. Showing of fashions by leading Paris couturiers--Jean Desses, Christian Dior, Jacques Heim, Guy Laroche, Lanvin-Castillo, Nina Ricci; millinery by Parisian designers. Furs by Revillon Freres and raffle of one of their chinchilla coats. Reservations--$150.00. Contact: Peggy LeBoutillier for C. C. Philippe, 33 East 48th Street, PL. 3-5400.		
Wednesday April 27 9:00 A.M.	PRESS PREVIEW OF FALL SHIRTS	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR
	John Weitz will present his Fall collection of shirts for the Stratford Shirt Co. By reservation. Contact: Miss Read, BR. 9-9586.		
Wednesday April 27 2:30 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION	LAWRENCE OF LONDON LTD.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Lawrence of London will present their Fall-Winter collection of couture rainwear, designed by Adele Lawrence, for press and buyers. By invitation. Continuous daily showings thereafter. Contact: Norman Lawrence, CH. 3-3815. Publicity: Mathews-Latham, MU. 7-5447.		
Thursday April 28 9:00 A.M. Breakfast	PREVIEW: FALL KNIT-WEAR COLLECTION	GUTTMAN KNITWEAR CREATIONS, INC.	HOTEL PIERRE COTILLION ROOM
	Fall collection of "Barbara Carol" knitted clothes, designed by Marie Ravel, including a group of bulky sweaters. Showing at 9:30 A.M. By invitation, for press and buyers. Publicity: Mathews-Latham, MU. 7-5447.		
Thursday April 28 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Jerry Silverman will present his Spring-Summer collection, designed by Shannon Rodgers, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Contact: CH. 4-4940. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday April 29 8:30 A.M. Breakfast	PREVIEW: WINTER SKIWEAR COLLECTION	WHITE STAG (1407 BROADWAY)	CAFE FRANCAIS ROCKEFELLER PLAZA
	White Stag will present their 1960-61 Winter skiwear collection for men, women and children. Showing at 9:15 A.M. By invitation for press and resident buyers. Contact: Vera Holton, BR. 9-1972.		
Sunday May 1 12:00 Noon Brunch	FALL AND WINTER CALIFORNIA SHOWING	MAXWELL SHIEFF (317 S. ROBERTSON)	2155 YSIDRO DRIVE BEVERLY HILLS, CAL.
	Preview in California of the Maxwell Shieff Fall and Winter collection. By invitation. New York Publicity: Eve Siegel, MU. 8-4598.		
Beginning Monday May 2	OPENING OF FALL KNITWEAR COLLECTION	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 7TH FLOOR
	Fall knitwear collection from Tricosa of Paris--dresses, coats, suits and coordinates--continuous daily showings. Contact: Marga Hall, WI. 7-3969. Publicity: Sue Gardner, 90 Riverside Drive, TR. 7-4952.		
Beginning Monday May 2	OPENING OF FALL KNIT COLLECTION	KIMBERLY KNITWEAR INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
	Opening of new Fall knitwear collection for press and buyers. By appointment. Contact: Robert Brown, LO. 4-1080.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 3 10:30 A.M.	PRESS PREVIEW OF BEACH HATS	WILLIAM J	56 WEST 57TH STREET SALON
	William J will present his collection of beach hats to the press and buyers. By invitation. Contact: CI. 5-8956.		
Tuesday May 3 3:00 P.M.- 7:00 P.M.	"TEN BEST DRESSED ROOMS"--HOUSE TOUR	NATIONAL DESIGN CENTER	415 EAST 53RD STREET
	Ten leading interior decorators will create rooms for the following ten social, theatrical and political personalities, who will appear that evening: Polly Bergen, Ray Bolger, the comic strip character "Dondi, Arlene Francis, Dave Garroway, Senator Jacob Javitz, Mary Martin, Dina Merrill, Mrs. Richard M. Nixon and Amy Vanderbilt. Tickets: $5.00, for benefit of Visiting Nurse Service of N. Y. Contact: LE. 5-1100. Publicity: Charlotte Byrum, MU. 8-5200.		
Tuesday May 3 4:00 P.M. Cocktails	PRESS PREVIEW: KNITWEAR COLLECTION	LAWRENCE KNITWEAR (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Lawrence Knitwear will present their "Lofties" collection of knit dresses, suits, sweaters and skirts; also introduction of prestige knit collection, "Marberni". By invitation for press and buyers. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Wednesday May 4 9:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION	FIORENTINA SHOES, INC.	789 MADISON AVENUE AT 67TH STREET
	"Prima Colazione"--press preview of the Fall shoe collection, designed by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37 Street, MU. 9-8542.		
Wednesday May 4- May 14	FOURTH ANNUAL WORLD TRADE FAIR	U. S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
	More than 3000 exhibits, with products and raw materials from 65 countries; also women's fashions and accessories. Press preview, Tues., May 3. Tickets: $1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950.		
Thursday May 5 9:00 A.M. Breakfast	PREVIEW: FALL COORDINATES COLLECTION	DAVINO, INC. (DIV. HENRY LEVINE CO.)	1407 CLUB 1407 BROADWAY
	Davino will present their new collection for Fall, designed by Jeanne Damon Levy. Showing at 9:30 A.M. For press and resident buyers, by invitation. Showing thereafter at showroom, 1407 Broadway. Fashion Director: Mia Grau. Contact: Selma Feld, OX. 5-4375.		
Thursday May 5 12:30 P.M. Luncheon	FASHIONS FOR SPRING-SUMMER DURING LUNCHEON	ABE & MORT SCHRADER (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Presentation of Spring-Summer collection, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Abe Schrader contact: LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday May 11 4:00 P.M.	PREVIEW: FALL COLLECTION	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
	Burke-Amey will present their Fall collection of afternoon and evening wear designed by Ronald Amey. By invitation. Thereafter by appointment. Publicity: Gladys Steiner at Lester Harrison, PL. 1-6630.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 12 12:00 Noon	PREVIEW OF FALL COLLECTION	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Murray Zenkel's Fall collection designed by Walter Gerson, for press and buyers, followed by luncheon. By invitation. Beginning Mon., May 16, continuous daily. Contact: Florence Kirzner, CH. 4-2270.		
Thursday May 12 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	JERRY GILDEN, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Jerry Gilden's Spring-Summer collection, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Gilden contact: LO. 3-6200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday May 12 3:30 P.M.	EIGHTH ANNUAL COTTON FASHION AWARD	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
	"Blue Ribbon Cottons" fashion show. Cotton award will be presented to Jane Derby by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday May 16 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Branell's Fall collection for the press, showing at 10:00 A.M. By invitation. Trade showings beginning Tues., May 17 at 2:30, by appointment. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday May 16 12:30 P.M. Buffet Luncheon	PRESS PREVIEW OF FALL FASHIONS	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy will present her Fall collection to the press. By invitation. Trade showings beginning Tues., May 17 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.		
Monday May 16 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	By invitation. Trade showings at 2:30 P.M., beginning Tues., May 17, by appointment. Contact: Eleanor Stoner, LA. 4-6968.		
Monday May 16 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ESTEVEZ, INC.	SHERATON-EAST HOTEL DIPLOMAT SUITE
	Preview of Fall collection, designed by Luis Estevez. By invitation. Thereafter May 17, 19, 24, 26, 31, June 1, 2, 6, 7, 8, 9 at 12:00 Noon in showroom. Contact: LO. 4-6337.		
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS	STYLE TRENDS (512 SEVENTH AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM
	Style Trends will present their Fall collection of fur-lined coats and suits; also the franchised "Chamonix" collection. By invitation. Thereafter at showroom, 9:30 A.M. and 3:30 P.M., by appointment. Contact: Belmont Gottlieb, LO. 5-4632 or PE. 6-9497. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.		
Tuesday May 17 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	NEW YORKER HOTEL TERRACE ROOM
	"Theme -- "Autograph Fashions" -- complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for press and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 17 1:15 P.M.	OPENING OF FALL COLLECTION Showings May 17, 18, 19, 24, 25, 26, 31, June 1, 2 at 1:15 P.M. By invitation. Contact: LO. 5-6453. Publ.: Alfred Davidson, PL. 5-0868.	OLEG CASSINI, INC.	499 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

OPENING OF FALL COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUP

DRESS COUTURE GROUP MEMBERS

TUESDAY, MAY 17			
Rudolf Gowns Inc.	10:30 A.M.	530 7th (12 Fl.)	WI. 7-6865
Estevez, Inc.	12:00 Noon	550 7th (4 Fl.)	LO. 4-6337
Junior Sophisticates	1:00 P.M.	498 7th (4 Fl.)	LO. 4-0462
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl.)	LO. 3-0988
Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl.)	LO. 5-6453
Gothe	1:15 P.M.	530 7th (4 Fl.)	LO. 5-2727
Branell	2:30 P.M.	530 7th (27 Fl.)	PE. 6-6983
Maurice Rentner Ltd.	2:30 P.M.	498 7th (16 Fl.)	LA. 4-6968
Anne Fogarty	3:00 P.M.	530 7th (6 Fl.)	WI. 7-5335
Townley, Inc.	4:00 P.M.	550 7th (2 Fl.)	LO. 4-2155
WEDNESDAY, MAY 18			
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl.)	LA. 4-7540
Grenelle-Roberts	12:00 Noon	550 7th (18 Fl.)	LO. 4-5820
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 Fl.)	PE. 6-0206
Nat Kaplan Inc.	1:15 P.M.	498 7th (21 Fl.)	LO. 5-4115
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl.)	CH. 4-460[illegible]
Larry Aldrich Inc.	2:30 P.M.	530 7th (12 Fl.)	CH. 4-1872
Samuel Winston Inc.	4:00 P.M.	530 7th (11 Fl.)	CH. 4-2617
THURSDAY, MAY 19			
Ben Reig Inc.	10:00 A.M.	498 7th (23 Fl.)	CH. 4-1542
Christian Dior, N.Y.	2:30 P.M.	498 7th (17 Fl.)	LO. 4-922[illegible]
TUESDAY, JUNE 1			
Adele Simpson Inc.	10:00 A.M.	530 7th (23 Fl.)	LA. 4-7626
Jane Derby, Inc.	10:30 A.M.	550 7th (23 Fl.)	LA. 4-935[illegible]
FRIDAY, JUNE 3			
B. H. Wragge, Inc.	11:00 A.M.	550 7th (9 Fl.)	WI. 7-4968
(TO BE ANNOUNCED)			
Edward Abbott		530 7th (10 Fl.)	LA. 4-8490
Ceil Chapman		530 7th (2 Fl.)	LA. 4-5800
Parnis-Livingston Inc.		530 7th (18 Fl.)	BR. 9-5014
Pattullo-Jo Copeland, Inc.		498 7th (14 Fl.)	LO. 3-5650
Trigere, Inc.		550 7th (16 Fl.)	LO. 3-1600.

COAT & SUIT COUTURE GROUP MEMBERS

FRIDAY, APRIL 15			
Davidow	By Appointment	550 7th (21 Fl.)	PE. 6-6909
MONDAY, MAY 23			
Marquise Coat & Suit	2:30 P.M.	512 7th (35 Fl.)	BR. 9-5794
WEDNESDAY, MAY 25			
Harry Frechtel	2:00 P.M.	205 W.39(4 Fl.)	PE. 6-1310
TUESDAY, MAY 31			
Originala	2:00 P.M.	512 7th (43 Fl.)	BR. 9-8988
THURSDAY, JUNE 2			
Monte-Sano & Pruzan Ltd.	10:30 A.M.	21 W.46 (8 Fl.)	JU. 2-2317
FRIDAY, JUNE 3			
Ben Gershal & Co.	2:00 P.M.	512 7th (37 Fl.)	LA. 4-2544

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 17	PETITE AND MISSES FALL COLLECTION	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showing of the Fall collections of Petti-4's, for the petite miss; and "Terry Rogers" misses sizes. Contact: CH. 4-3558.		
Wednesday May 18 9:15 A. M.	OPENING OF FALL DRESS COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showing May 18, 24, 26, June 1, 2, 7, 8, 9, at 9:15 A.M., by appointment. Contact: Miss Fritzi, LA. 4-0237.		
Wednesday May 18 1:00 P.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Preview of the Mr. Mort Fall sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.		
Wednesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW: SPORTSWEAR COLLECTION	CABANA (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Cabana will present their Fall-Holiday collection of separates, dresses and sportswear designed by Pembroke Squires. By invitation, for press and buyers. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Thursday May 19 12:30 P.M. Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Beginning Thursday May 19	OPENING: FALL COUTURE COLLECTION	MARY BLACK, INC.	41 WEST 57TH STREET SALON - 8TH FLOOR
	Showing of Mary Black's Fall couture collection. By appointment. Contact: Valerie Ward, PL. 8-2014.		
Friday May 20 10:30 A.M.; 11:30 A.M.; 12:00 Noon	PREVIEW OF FALL DRESS COLLECTION	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin's Fall collection at 10:30; Andrew Arkin's at 11:30; Special Occasions by Arkin at 12:00 Noon, for press and buyers followed by luncheon. Trade beginning Mon., May 23 for entire week. By invitation. Contact: Pat Goldman, WI. 7-5324.		
Friday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Martini's Fall collection at 12:00 Noon, followed by luncheon. Trade, May 24, June 2, 7, 9, at 12:00 Noon. By invitation. Contact: Eli Lehrman, LO. 4-0616.		
Monday May 23 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Fall dress collection for press and buyers. By invitation. Thereafter at 2:30 P.M., by reservation. Contact: Janet Wallace, CH. 4-5706.		
Monday May 23 4:00 P.M. Cocktails	PREVIEW: FALL-WINTER CALIFORNIA FASHIONS	MAXWELL SHIEFF (LOS ANGELES)	SAVOY-HILTON HOTEL LE CHATEAU
	Fall-Winter daytime, cocktail and evening fashions by Maxwell Shieff; also capsule introduction of bridal collection. By invitation. Daily thereafter in private suite at Savoy-Hilton. Publicity: Eve Siegel, MU.8-4598.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 24 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow's Fall collection of coats, suits and ensembles. By invitation. Thereafter, May 26, 31, June 2, 7, at 11:30 A.M., by appointment. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.		
Tuesday May 24 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION	NANNETTE CASHMERES (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Nannette will present to the press and buyers her collection of trimmed cashmeres, imported knit dresses and ensembles. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Tuesday May 24 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Haymaker will present their Fall collection of shirts, separates, pants, skirts and knits. For press and resident buyers, by invitation. Contact: Grace Horton, BR. 9-6560.		
Tuesday May 24 4:00 P.M. Cocktails	PREVIEW: FALL-WINTER LEATHER FASHIONS	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Fashions in leather by Samuel Robert for press and buyers. By invitation. Continuous thereafter at showroom. Contact: Lou Clarke, LA. 4-4562.		
Beginning Tuesday May 24	OPENING OF FALL DRESS COLLECTION	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Continuous daily showings of formal and cocktail dresses for Fall, designed by Bill Underwood. Contact: William Rosenberg, WI. 7-0511.		
Wednesday May 25 9:00 A.M. Breakfast	PREVIEW: FALL RAIN-WEAR AND OUTERWEAR	MARCH & MENDL; P. R. L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
	Preview of misses and junior Fall collection of rainwear and outerwear, for press and buyers. By invitation. Continuous daily showings thereafter at showroom. Show Director: Mary Alice Rice. Publicity: Marion Cook, LA. 4-7942.		
Wednesday May 25 10:30 A.M.	FALL COAT AND SUIT ORIGINALS	WM. DEVITZ, INC.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Preview of the Wm. Devitz coat and suit originals, designed by Nichi Giglio. For press and buyers, by invitation. Daily thereafter, by appointment. Contact: WI. 7-4717. Publicity: Julia Berren Associates, 545 Fifth Avenue, MU. 7-6865.		
Wednesday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Press preview of Vera Maxwell's Fall collection, May 25. Resident buyers' preview, Thurs., May 26 at 12:00 Noon followed by luncheon. By invitation. Showings thereafter, except Mon. and Fri. at 12:00 Noon, followed by luncheon, by appointment. Contact: Terry Parker, LO. 3-4358.		
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION	ROBERT SLOAN (498 SEVENTH AVENUE)	400 CLUB 500 SEVENTH AVENUE
	Robert Sloan will present his Fall collection of sportswear, separates and blouses, designed by Sylvia de Gay. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 26 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON"- PREVIEW	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
	Special afternoon performance of annual Milliken Breakfast show, for selected group of retailers, press and trade. Spectacular musical with large Broadway cast and exciting stars now on Broadway. (Curtain: 3:45 P.M. promptly). By invitation and ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200. Breakfast at 7:30 A. M. and showing at 8:25 A. M. on May 26, 31, June 2, 3, 4, 7, 8, 9, 10, 14, 15, 17. For ticket, contact: Andrea Petersen, OX. 5-1200.		
May 30	MEMORIAL DAY (Monday) -- Legal Holiday		
Tuesday May 31 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS	GEORGE CARMEL INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Preview for press of coats and suits. By invitation. Trade 11:30 A. M., June 1, 3, 6, 8, 9, 14. By appointment. Contact: LA. 4-3310.		
Tuesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 2, 7, 8, 9 14, 15, 16 followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.		
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Junior dresses and separates May 31, June 1, 2, 7, 8, 9, at 12:00 Noon. By reservation. Beginning Monday, May 2, informal showings of early Fall cotton collection. Contact: Audrey Brock, OX. 5-3150.		
Tuesday May 31 4:30 P.M.	PRESS PREVIEW: FALL COLLECTION	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Jane Derby's Fall collection for the press. By invitation. Showing thereafter, June 1, 2, 3, 7, 8 at 10:30 A. M., by appointment. Contact: Mabel Glemby, LA. 4-9350.		
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 A.M., June 1, 2, 7, 8, 9 14, 15. By invitation and reservation. Contact: LA. 4-7626.		
Wednesday June 1 5:30 P.M. Cocktails	FOURTH ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
	"Ten Best Dressed College Girls In America"--fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.		
Thursday June 2 3:00 P.M. Cocktails	25TH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: $7.50; by invitation only. (Special buses stationed at Metropolitan Opera House will furnish transportation from garment district to Waldorf.) Contact: Mrs. Lucia Collins, PL. 9-2080.		
Friday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION	CARL BERNSTEIN & SONS	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Carl Bernstein will present his Fall-Winter fur collection for press and buyers. By invitation. Contact: Donald Bernstein, PE. 6-0546.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 3 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
	Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: $7.00. Contact: Kay Corinth, PL. 9-8100.		
Monday June 6 10:30 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	SOL SCHULMAN CO.	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR
	"Soleta"--showing of Sol Schulman's Fall-Winter fur fashions to the press. Commentator: Mia Grau. By invitation. Publicity: Terry Seymour, 16 West 55th Street, PL. 7-9170.		
Monday June 6 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	FRANK LEONE, INC.; RAFFAELE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Preview of Frank Leone's Fall collection of "Raffaele Originals" of daytime and evening fashions designed by Raffaele. For press and buyers by invitation. Informal showings thereafter by appointment. Contact: LO. 5-3250. Publicity: Julia Berren Assoc., 545 Fifth Ave., MU. 7-6865.		
Tuesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showing of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing June 8 at 10:30 A.M. Thereafter by appointment.Contact: CH. 4-8685. Publ.: Pauline Greene at Charles J. Charney, PL. 7-0955.		
Tuesday June 7 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Anthony Blotta will present his Fall collection of suits, dresses and evening fashions to the press. By invitation. Showing thereafter, June 8, 9, 10 at 2:30 P.M., by appointment. Publicity: Margaret Hodge, PL. 5-7630.		
Wednesday June 8 9:00 A.M. Breakfast	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FANTASIA FURS, INC. (STESSEL,WARE,PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	The James Terence Brady Fall-Winter fur collection, designed for Fantasia Furs. Showing at 9:30 A.M. By invitation. Publicity: Terry Seymour, 16 West 55th Street, PL. 7-9170.		
Wednesday June 8 11:00 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Press preview of Fall-Winter fur fashions, designed by Constantino. Commentator: Mia Grau. By invitation. Publ.: Lissa Myles, PE. 6-6944.		
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION	DAN KELLER CO. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Preview of Dan Keller's Fall collection of dresses and ensembles, for press and buyers. By invitation. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Thursday June 9 10:00 A.M.	PREVIEW OF FALL-WINTER FUR COLLECTION	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.		

1961

JANUARY

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